

**Riverside makes good "cents" for retail**



**Riverside, California Retail Opportunities**



## Riverside, CA is a Perfect Location for Retail

Marcus & Millichap has recognized the Riverside area as the **6th strongest retail market** in the nation for the second consecutive year.

The Milken Institute listed the City of Riverside as **10th in their Top 20 Best Performing Cities** for 2005.

Grubb and Ellis ranked the area as **9th in the Nation for Retail Market Strength** in their 2005 Global Forecast.

Inc. magazine cited Riverside - San Bernardino as the **#1 large city for doing business** and the **6th overall best place in the nation for entrepreneurs** (2005).



### City Facts

Year of incorporation	1883
Square miles	80.0

### Retail Sales

Taxable sales, 2005 (billions) <sup>(3)</sup>	\$4.60
Taxable sales growth, 2005 <sup>(3)</sup>	15.7%
Taxable sales per capita, 2005 <sup>(3)</sup>	\$16,215

### Population

Population, 2005 <sup>(1)</sup>	285,537
Population growth, 2000-2005 <sup>(2)</sup>	45,185
Population growth percent, 1990-2004 <sup>(2)</sup>	15%
Population per mile <sup>(1)</sup>	3,826

### Existing Home Sales

Home sales, 2005 <sup>(3)</sup>	6,016
Median home price 2005 <sup>(3)</sup>	\$394,000
Price change 2004-2005 <sup>(3)</sup>	23.5%

### New Home Sales

Home sales, 2005 <sup>(3)</sup>	1,084
Median home price 2005 2nd quarter <sup>(3)</sup>	\$565,000
Price change 2004-2005 <sup>(3)</sup>	22.3%

### Income

Average Income, 2005 <sup>(3)</sup>	\$65,302
Total personal income (billions), 2005 <sup>(3)</sup>	\$5.82

(1) ESRI 2005; (2) County of Riverside; excludes Measure "C"; (3) John Husing Ph.D., Economics and Politics; (4) Hinderliter, de Lmas & Assoc.; (5) FDIC

## Table of Contents

Community Profile	1
Advertorial	3-4
Canyon Crossings	5-6
Galleria At Tyler	7-8
Mission Grove/Mission Village	9-10
Riverside Plaza	11-12
Retail Opportunities Map	13
Tenant Opportunities	
Downtown Riverside	14-15
Fox Plaza	14
Mission Square Building	14
Class "A" Office with Retail	15
Market Street Corporate Center	15
3730 Main Street	15
Crescent Building	15
The Shoppes at Riverwalk	16
Sierra Village	16
Tyler Village	17
Magnolia Square	17
Tava Lanes	18
Orangewood Center	18
The Village	19
Orange Crest Town Center	19
University Village	20
Sterling University Student Village	20
Development Opportunities	22
Marketplace Blue Banner	21
University Avenue & Park Avenue	21
Merrill Avenue	22
Park Sierra	22
Marketplace Metrolink Area	23
Downtown Opportunities	23
Economic Data - Graphs	24
Contacts	26

Photos by: Delvin Bain  
Printed by: Colour Concepts, Riverside, CA  
Concept and design by: Veronica Lucas-Derwey



# City of Riverside

## *Retail on the Rise!*

**T**he City of Riverside continues to play a distinctly significant role in the growth of the Inland Empire region of Southern California. As an exciting and diverse component of Riverside County, the City of Riverside currently ranks as the

In the Los Angeles Economic Development Corporation's (LAEDC) 2006-07 Economic Forecast and Industry Outlook, economist Jack Kyser predicts a 14.4% retail sales gain for the Inland Empire, which translates to \$48.8 billion. The

exceptional freeway access, high-speed fiber optic telecommunications, reasonable land and building costs, city owned electrical and water systems, and a large general aviation airport.

According to Belinda Graham, Development Director for the City of Riverside, the City is working hard to build on the momentum created by recent development projects. "We have great opportunities for retail growth and are seeing a lot of interest from potential tenants. The City's affordable housing and great quality of life are driving the immigration of an educated workforce with disposable incomes and a desire for upscale shopping experiences."

There are several driving forces behind this demand for additional high-end retail services. Foremost among them is an increase in population - with the city having experienced a 25% growth rate over the last 14 years. The number of residents in Riverside and San Bernardino counties is expected to exceed the 4 million mark by January 2007. According to the latest figures available from the U.S. Census Bureau, Riverside County had the second largest growth in population among counties

nationwide from 2004-2005. Currently there are more than 285,000 people residing within the city limits and over two million people within a 20-mile radius of the City's center.

Contributing to the population base are four internationally recognized colleges and universities established within the city's boundaries: University of California, Riverside; California Baptist

University; La Sierra University; and Riverside Community College. They offer a ready workforce of professional, technically trained workers for all types of employers. In addition, through a collaborative partnership with the County of Riverside and the University of California, Riverside, the City has developed the University Research Park, capitalizing on California's high technology business environment. The Research



12th largest city in the state of California, based on its rapidly growing population, which numbers approximately 285,537. The City is experiencing significant increases in real estate value, the number of residential and commercial building permits being issued, and job growth has hit an all-time high, exceeding 160,000 jobs. In turn, City sales tax revenues continue to surpass all previous records. Riverside is proving itself to be the Inland Empire's economic powerhouse.

Marcus & Millichap has recognized the City of Riverside as the 6th strongest retail market in the nation for the second year in a row. The Milken Institute listed the City as 10th in their Top 20 Best performing Cities for 2005; and Grubb and Ellis ranked the area as 9th in the Nation for Retail Market Strength in their Global Forecast. *Inc. Magazine* recently ranked the City as the 6th best place in the nation for entrepreneurs. Clearly, Riverside is the right choice for retail development and tenant opportunities as evidenced by these remarkable acknowledgements.

Inland Empire continues to outpace Orange County in taxable retail sales volume, and the City of Riverside remains the leader in retail sales for the County. So what's driving this growth?

Strategically located, Riverside is a key portal for the movement of goods and services between greater Los Angeles and the rest of North America. The City enjoys established transportation networks with convenient rail and local passenger and air cargo access, including the adjacent March Inland Port and Foreign Trade Zone. The City's diverse manufacturing base encompasses a broad spectrum of products, ranging from electrical instruments and plastics, wood and metal fabrication, to food processing and recreational vehicles. Locally based businesses benefit from



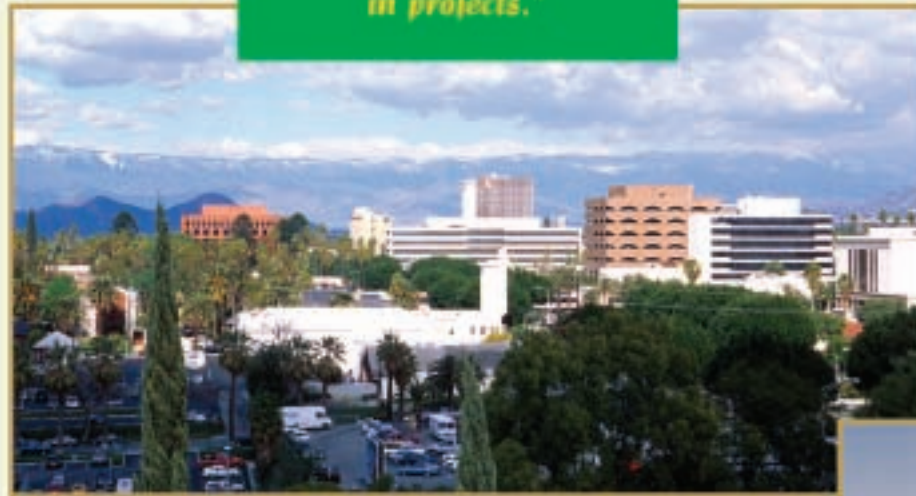


Park offers access to the University of California, Riverside's numerous resources and unique advantages.

The City of Riverside continues to offer a diverse selection of housing in safe and friendly neighborhoods. The region's residents enjoy an exceptional quality of life enhanced by architectural and natural beauty, cultural arts, museums, and a variety of recreational opportunities. The Riverside-San Bernardino area has led the state in new homebuilding for several years. Both job growth and affordable housing are driving this upsurge. The average household income (AHI) in the City is \$65,302. According to John Husing's latest economic study, the City of Riverside had the 8th largest concentration of households with incomes of \$75,000 or more in Southern California. The same study indicated Riverside had a personal income of \$5.82 billion - and that figure has continued to grow since then.

With the average price of a single-family residence in Riverside coming in

**"The city is using just \$10 million in Redevelopment Agency money to spur an estimated \$300 million in projects."**



approximately \$250,000 less than comparable homes in Orange County, it has resulted in significant eastward migration of highly paid, educated workers from Southern California's coastal communities. The movement is fueling demand for increasingly more upscale dining and shopping options. Marci Rude, Director of Real Estate for PF Changs China Bistro, Inc., has stated, "The Inland Empire has completely changed and evolved," verifying the claim that the City can support high-end shopping destinations. A management executive of a local Nordstrom location remarked that, "We have had a lot of high-end demand from customers at our store. There is a need for Riverside to grow its upscale business for the Orange County transplants with discretionary funds. The City has great demand for better, higher priced merchandise."

As of January 2006, City officials announced that downtown Riverside is poised for takeoff like never before, with numerous projects due to break ground in 2006. The city has reportedly spent an initial \$5 million devoted to sprucing up primary corridors, adding a landscaped median and other amenities to beautify the key entrance to downtown. According to City Councilman Dom Betro, "The city is using just \$10 million in Redevelopment Agency money to spur an estimated \$300 million in projects." Another example of its efforts at expanding the amenities of the downtown area involves the City of Riverside committing to expand its Downtown Wireless Mall, which provides free high-speed Internet access to business peo-



Also within the City are four major retail districts currently under construction or in the process of remodeling and expanding. Together, they will add 1 million square feet to the existing 2.8 million already at these sites. Two upcoming projects to watch that will be greatly contributing the retail addition will be the expansion of the Galleria at Tyler and Canyon Crossings, both of which hold promise for bringing high-end national tenants into Riverside's retail mix. The Galleria at Tyler, located at the 91 Freeway and Tyler Street, is anchored by Nordstrom, Macy's and JC Penney. The owner of the 1.1 million sq. ft. two-level super-regional center, General Growth Properties, has begun an expansion of 145,000 sq. ft., to include a contemporary outdoor "street style" shopping space and a 2,950-seat AMC Theater. Canyon Crossings at Canyon Springs, serving both the cities of Riverside and Moreno Valley, is on 90 acres located at the intersection of the 60 and I-215 freeways. Owner Transcan Development, LLC recently announced the completion of phase-one of the 740,000 sq. ft. project, and the opening of Cost Plus, Marshall's and Bed, Bath and Beyond. Coming soon to the expanded area are a Wal-Mart SuperCenter, Levitz Furniture and Old Navy.

Incorporated in 1883, Riverside is a city with historic roots, a progressive outlook, and a tradition of commitment to maintaining a diversified economy, balanced land uses, quality developments and cultural amenities. Retailers are just beginning to realize the City's untapped market potential.



Restaurants and stores such as Citrus City Grille, California Pizza Kitchen, Trader Joe's, Kohl's and Sevilla Café, have opened their doors to sales volumes far surpassing their projections and the locations continue to be leaders in their respective chains. **CC**

*For more information, contact the City of Riverside Development Department at 1-877-RIVSIDE or [devdept@RiversideCa.gov](mailto:devdept@RiversideCa.gov).*



# Canyon Crossings

## LOCATION:

Located at the southeast corner of  
60 Freeway and Interstate 215



## BROKER

CB Richard Ellis

## Retail

Tom Swieca - tom.swieca@cbre.com

Tony Archer - tony.archer@cbre.com

## Office

Natalie Bazarevitsch - natalie.bazarevitsch@cbre.com

John Oien - john.oien@cbre.com

4141 Inland Empire Blvd., Suite 100

Ontario, CA 91764

909 418-2000 • fax 909 418-2100

## DEVELOPER

Transcan Development, LLC

Robert Bahen

3189 Danville Blvd., Suite 245

Alamo, CA 94507

925 552-9742 • fax 925 552-9748

[www.canyoncrossings.com](http://www.canyoncrossings.com)





## PROJECT DESCRIPTION

**CANYON CROSSINGS AT CANYON SPRINGS** is a 90-acre, freeway-oriented, \$150 million development project currently under construction with 740,000 square feet of retail space. It will be anchored by a new Wal-Mart Supercenter, a 50,000-square-foot John's Incredible Pizza, Staples, Wickes Furniture, EasyLife Furniture, and LA Fitness, plus 144,000 square feet of Class-A office space. Located at the intersection of two major freeways with over 200,000 cars passing the site daily, Canyon Crossings is adjacent to several key retailers including a Target, Best Buy, Linens 'N Things, Pier 1 Imports, and Sam's Club.

With consistent new residential growth and solid income levels, this is the "bull's eye" of the Riverside/Moreno Valley trade area consisting of more than 732,000 people in a 10-mile radius. Canyon Crossings at Canyon Springs is prime real estate for any tenant interested in freeway visibility and access.

**PROJECT SIZE:** 90 acres

**MAJOR TENANTS:** Wal-Mart Supercenter, Staples, LA Fitness, Wickes Furniture, EasyLife Furniture, John's Incredible Pizza, plus restaurants Hooters, Jason's Deli, and Joey's Seafood & Grill. Additional new tenants also include U Build It, Fresh Cleaners, Happy Nails, Verizon Wireless, and Cingular Wireless.

**ADJACENT TENANTS:** Target, Best Buy, Michaels, Linens 'N Things, Pier 1 Imports, Lowe's Home Improvement, PetSmart, Circuit City, and Sam's Club

**PROJECTED OPENING:** Phase one retail, which includes LA Fitness and Wickes, is scheduled to open in Spring 2006.

### POPULATION

1 Mile - 6,001

3 Mile - 84,144

5 Mile - 228,609

ESRIBIS2005

### AREA

Canyon Springs

### ZONING

Commercial

### AVERAGE HOUSEHOLD INCOME

1 Mile - \$75,722

3 Mile - \$70,853

5 Mile - \$69,483

ESRIBIS2005

### TRAFFIC COUNT

I-215 at Fair Isle 188,000; I-215 at Eucalyptus

110,000; Highway 60 at Day St. 116,000

Annual Average Daily Totals (AADT) Caltrans 2003

### HOUSEHOLDS

1 Mile - 1,918

3 Mile - 26,134

5 Mile - 68,745

ESRIBIS2005





# *Galleria at Tyler*

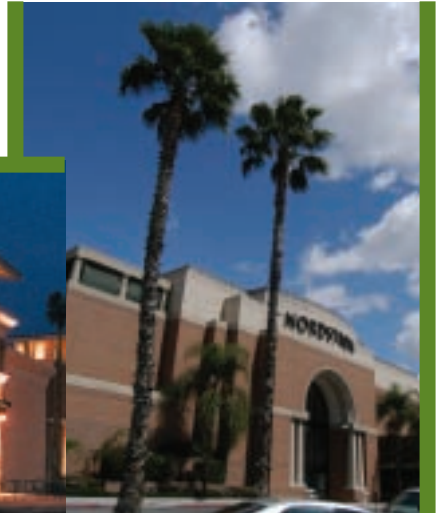
## LOCATION:

91 Freeway and Tyler Street  
1299 Galleria at Tyler



## DEVELOPER & LEASING

General Growth Properties  
Carlisle Brinkman  
carlislebrinkman@generalgrowth.com  
100 W. Broadway, Suite 700  
Glendale, CA 91210  
818 459-6800 • fax 818 459-6801  
www.galleriatyler.com







## PROJECT DESCRIPTION

GALLERIA AT TYLER, owned by General Growth Properties, offers a complete shopping and entertainment experience. As the dominant, most prestigious super-regional mall in the Inland Empire, the Galleria is a two-level, enclosed shopping center, anchored by three major department stores. The Galleria features a diverse tenant mix including: Abercrombie & Fitch, Guess, Ann Taylor Loft, Barnes & Noble, White Barn Candle, Bombay Company, Brighton Collectibles, Godiva Chocolatier, Hollister & Co., TGI Friday's, Metro Park, Jimmy's, and a fabulous food court with patio seating.

As a result of the extraordinary sales growth in the area, the Galleria at Tyler will begin a major expansion this year. The existing 1.1 million square foot super-regional mall will add the Shops at Tyler, 145,000 square feet of contemporary outdoor "street style" shopping space including dining and entertainment venues, as well as a 2,950-seat theater.

**PROJECT SIZE:** Existing 1.1 million square feet; 145,000 square feet expansion

**ANCHOR TENANTS:** Nordstrom, Macy's, and JCPenney

**EXPANSION TENANTS:** P.F. Chang's, AMC Theater

**ADJACENT TENANTS:** Bed, Bath and Beyond, Target, Best Buy, Pier 1 Imports, Toys 'R' Us, Burlington Coat Factory, Mervyn's, Michaels

### POPULATION

10 Mile - 682,807  
15 Mile - 1,403,807  
20 Mile - 2,493,582

ESRIBIS2005

### HOUSEHOLDS

10 Mile - 205,196  
15 Mile - 398,336  
20 Mile - 730,088

ESRIBIS2005

### AVERAGE HOUSEHOLD INCOME

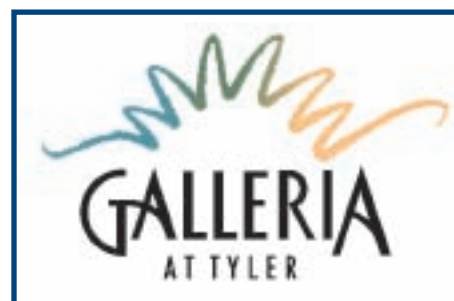
10 Mile - \$71,447  
15 Mile - \$67,045  
20 Mile - \$71,467

ESRIBIS2005

### TRAFFIC COUNT

91 Freeway at Tyler St. 368,000  
Annual Average Daily Totals (AADT), Caltrans 2003

Galleria at Tyler Shopper  
Average Household Income over \$79,000



# Mission Grove— Mission Village

## LOCATION:

Within 2 miles of the I-215 Corridor and 3 miles of the 91 Freeway at southeast corner of Alessandro Boulevard and Trautwein Road



## DEVELOPER

Regional Properties Inc.  
Mark Rubin  
1875 Century Park East, Suite 1350  
Century City, CA 90067  
310 553-1776 • fax 310 553-1779

## BROKER

IPA Commercial Real Estate  
Dennis Morgan - dennis@i-p-a.com  
Carmen Law - cylaw@i-p-a.com  
5225 Canyon Crest Drive, Suite 360  
Riverside, CA 92507  
951 686-1462 • fax 951 682-6058  
www.i-p-a.com







## PROJECT DESCRIPTION

MISSION VILLAGE is a new regional center with in-line and pad site opportunities available. Located in one of the fastest growing, highest income areas in the City, the 30-acre retail center is adjacent to the highly successful Mission Grove Plaza. The Mediterranean architectural design, lush landscaping, in-line shops, and highly visible anchors provide an upscale shopping experience. The project has approximately one-half mile of street identity along one of Riverside's major arterials. In addition to excellent demographics in the immediate area, this center continues to attract customers from nearby southerly communities along I-215.

In the evenings, the two centers are "people magnets"- with locals meeting to enjoy the 18-screen CinemaStar Luxury theater, and the Akina Sushi Teppan, Cactus Cantina, and Romano's Italian restaurants. Already open at Mission Village is LA Fitness, Sav-On Drugs, Wienerschnitzel, It's A Grind Gourmet Coffee, Pizza Factory, Tommy's Burgers, and Wells Fargo Bank. Coming soon is a dental office and a full service, upscale day spa and salon. Both have signed leases, pads will be under construction soon.

**PROJECT SIZE:** 70 combined acres (Mission Village and Mission Grove Plaza)

**EXISTING TENANTS:** LA Fitness, Sav-On Drugs, Stein Mart, Ralphs, 18-screen Cinema Star Luxury Theater, Kmart, Baskin Robbins, Akina Sushi-Teppan, Romano's Italian Restaurant, Cactus Cantina, Radio Shack, The UPS Store, IHOP, McDonalds, Taco Bell, Mobil Gas Station, Day Spa, Pizza Factory, Tommy's Burgers, and It's A Grind.

### POPULATION:

1 Mile - 8,868

3 Mile - 54,793

5 Mile - 184,738

ESRIBIS2005

### HOUSEHOLDS:

1 Mile - 2,791

3 Mile - 18,468

5 Mile - 59,512

ESRIBIS2005

### AVERAGE HOUSEHOLD INCOME

1 Mile - \$117,041

3 Mile - \$103,544

5 Mile - \$72,867

ESRIBIS2005

### TRAFFIC COUNT:

Alessandro Blvd. (Mission Grove Blvd. to

Trautwein Rd.) 38,019

24-Hour vehicle Volume Counts, City of Riverside 2005 (adj.)

# Riverside Plaza

## LOCATION:

Located at the northwest corner of Magnolia Avenue and Central Avenue. Only minutes from Downtown, Riverside Community College, and several established high-income neighborhoods.

## DEVELOPER

The Westminster Funds  
Litchfield Advisors - Riverside Plaza  
Carol Scott - [info@shopriversideplaza.com](mailto:info@shopriversideplaza.com)  
3545 Central Avenue, Suite 200  
Riverside, CA 92506  
951 683-1066 • fax 951 781-7985  
[www.shopriversideplaza.com](http://www.shopriversideplaza.com)

## BROKER

CBRE  
Angie Nett - [angie.nett@cbre.com](mailto:angie.nett@cbre.com)  
4141 Inland Empire Blvd., Suite 100  
Ontario, CA 91764  
909 418-2058 • fax 909 418-2100







## PROJECT DESCRIPTION

RIVERSIDE PLAZA is designed to be a gathering place for the community. The 35-acre plaza is an outdoor, pedestrian-oriented center that features a variety of specialty shops, dining, and entertainment. For a relaxing afternoon or night on the town, guests can enjoy the 18-screen multiplex Regal theater and restaurants with outdoor seating including Chipotle and Pick Up Stix. The Plaza is anchored by Gottschalks Department Store, which offers a variety of soft goods including furniture, clothing, and cosmetics. Trader Joe's and Vons Grocery Store offer an assortment of food choices for even the most discriminating chef. This unique place provides excitement and fun for the community. Recently added is a Borders bookstore and boutiques specializing in art, apparel, accessories, furnishings, gifts, and jewelry, as well as additional restaurants, such as California Pizza Kitchen and Panera Bread. Now under construction is an El Torito.

**PROJECT SIZE:** 500,000 square feet

**EXISTING TENANTS:** Gottschalks, Active Ride Shop, EB Games, Washington Mutual, Regal Luxury Theaters, Trader Joe's, Vons, Islands, Daphne's, Chipotle Grill, Pick Up Stix, Fazoli's, Red Brick Pizza, Coffee Depot, Cold Stone Creamery, Borders, California Pizza Kitchen, Ooka Japanese Steakhouse and Sushi, Citrus City Grille, Panera Bread, Delicious Delights, Bella Boutique, Bijou, and Miry Collection.

### POPULATION:

1 Mile - 15,553  
3 Mile - 119,838  
5 Mile - 271,761

ESRIBIS2005

### AVERAGE HOUSEHOLD INCOME:

1 Mile - \$65,872  
3 Mile - \$64,882  
5 Mile - \$64,915

ESRIBIS2005

### HOUSEHOLDS:

1 Mile - 5,724  
3 Mile - 39,714  
5 Mile - 86,837

ESRIBIS2005

### TRAFFIC COUNT:

Magnolia Street:

Central Ave. to Jurupa Ave. 25,987

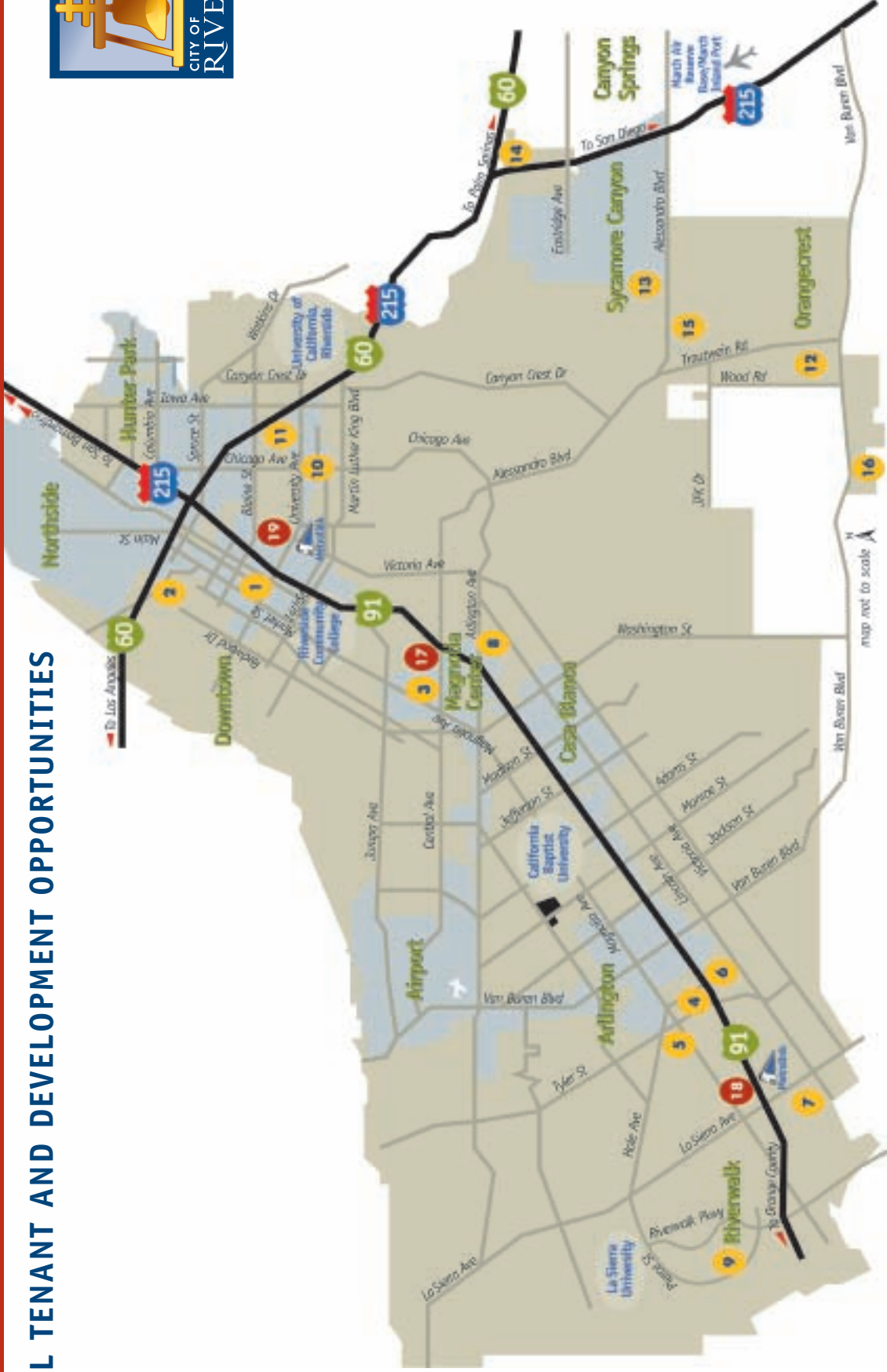
24-Hour Vehicle Volume, City of Riverside 2004 (adj.)

91 Freeway at Central Ave. 353,000

Annual Average Daily Totals (AADT), Caltrans 2004



# RETAIL TENANT AND DEVELOPMENT OPPORTUNITIES



1

## DOWNTOWN

- Fox Plaza - Phase I
- Crescent Building
- Mission Square Building
- Downtown High-Rise w/Gnd Flr, Retail (9th & Orange)

2

Market Street Corporate Center

3

Riverside Plaza

4

The Galleria at Tyler

5

Magnolia Square

6

Tyler Village

7

Sierra Village

8

Tava Lanes

9

The Shoppes at Riverwalk

10

Sterling University Student Village

11

University Village

12

Orangecrest Town Center

13

The Village

14

Canyon Crossings

15

Mission Grove Mission Village

16

Orangewood Center

17

Merrill Avenue

18

Park Sierra

19

## MARKET PLACE

- Metrolink Mixed-Use
- Blue Banner Building
- University at Park



## DOWNTOWN RIVERSIDE

### Coming Soon!

500,000 square feet of new office space  
 1,000 new residential units  
 Fox Theater conversion to regional performing arts facility  
 RCC Riverside School for the Arts (Under Construction - 2006)  
 UCR Culver Center for the Arts (Under Construction - 2006)



(91 & Madison)

Demographics	1 mile	3 mile	5 mile
Population	17,126	113,357	238,142
Avg. Household Income	\$45,347	\$54,783	\$64,292

ESRIBIS2005

### TRAFFIC COUNT

91 Fwy at 8th St. 333,000

Annual Average Daily Totals (AADT), Caltrans 2004

Market St. (Mission Inn Ave. to 14th) 28,532

24-Hour vehicle Volume Counts, City of Riverside 2005 (adj.)

## FOX PLAZA

### PROJECT DESCRIPTIONS

FOX PLAZA - Riverside's premier mixed-used development; bringing nearly 500 residential units, including live/work lofts and condos, a premier business-class hotel, and up to 60,000 square feet of retail space into Downtown Riverside. Phase I is set to begin construction in 2007 with occupancy scheduled for Spring 2008. Phase I to include: 195 residential units, 120 unit business-class hotel, and 30,000 square feet of retail on Market between Mission Inn Avenue and 5th Street - great anchor tenant opportunity!

### CONTACT

Susan Aranovsky, Metro Pacific Properties  
 415 789-9700 - susan@metpacific.com



Conceptual  
Rendering

## MISSION SQUARE BUILDING

Great restaurant opportunity on the Main Street pedestrian mall across the street from the historic Mission Inn.

### CONTACT

Greg Lee, City of Riverside Development Department  
 951 826-5145 - glee@riversideca.gov



**DOWNTOWN CLASS A OFFICE INCLUDES GROUND FLOOR RETAIL**

**PROJECT DESCRIPTIONS**

Nearly 160,000 square feet of Class-A office atop prime retail space located in the heart of the historic Downtown Justice Center District.

**CONTACT**

Greg Lee, City of Riverside Development Department  
951 826-5145 - glee@riversideca.gov



---

**MARKET STREET CORPORATE CENTER**

Four in-line retail pads available near 60 Freeway and Market Street interchange - "Gateway" into Downtown Riverside.

**CONTACT**

Tom Pierick, Lee & Associates  
951 276-3600



---

**3730 MAIN STREET**

This historic Downtown Riverside building was originally designed and built to be a restaurant. It can be found on the Main Street Plaza within a block of the historic Mission Inn. The owners are eager to attract a new, high-quality restaurant to add to the mix of new restaurants and retail in Downtown Riverside. The building is 8,000 square feet with 4,000 square feet of available space.

**CONTACT**

Mary Hamilton  
858 720-0166



---

**CRESCENT BUILDING**

Over 11,500 square feet of space, including 6,000 square feet on the main floor and potential for front and rear patio dining locations.

**CONTACT**

Mike Baumberger  
951 334-4727





## THE SHOPPES AT RIVERWALK

### PROJECT DESCRIPTION

This 73-acre, mixed-use environment provides a lush landscaped setting reminiscent of rustic California incorporating industrial, professional office, and service retail. Located at the western gateway to the City with excellent access to the 91 Freeway at Pierce Street, this pedestrian-friendly project invites many RETAIL DEVELOPMENT OPPORTUNITIES featuring shops, hotel, and restaurant.

(91 & Madison)

<b>Demographics</b>	<b>1 mile</b>	<b>3 mile</b>	<b>5 mile</b>
Population	21,269	133,724	246,848
Avg. Household Income	\$53,046	\$60,519	\$66,948

ESRIBIS2005

### TRAFFIC COUNT

91 Fwy at La Sierra Ave. 358,000

Annual Average Daily Totals (AADT), Caltrans 2004

### CONTACT

Lee & Associates

Larry Null - lnull@lee-associates.com

951 276-3616



## SIERRA VILLAGE (RALPH'S CENTER)

### PROJECT DESCRIPTION

New 82,000 square foot retail center anchored by Ralph's grocery store on the southwest corner of La Sierra and Indiana Avenues, just off the 91 Freeway. Construction estimated to begin Spring 2006.

(91 & Madison)

<b>Demographics</b>	<b>1 mile</b>	<b>3 mile</b>	<b>5 mile</b>
Population	21,269	133,724	246,848
Avg. Household Income	\$53,046	\$60,519	\$66,948

ESRIBIS2005

### TRAFFIC COUNT

91 Fwy at La Sierra Ave. 358,000

Annual Average Daily Totals (AADT), Caltrans 2004

### CONTACT

CB Richard Ellis

Matthew Burnett

Matthew.burnett@cbre.com

909 418-2098



## TYLER VILLAGE

### PROJECT DESCRIPTION

Located at Tyler Street, a major freeway off-ramp, this retail center has visibility from the 91 Freeway, great access at Tyler Street and Indiana Avenue, and excellent parking. Explore the opportunities at Tyler Village with several pads available totaling approximately 35,000 square feet.

### ADJACENT TENANTS/PROPERTIES

Hobby Shack, Game Store, GT3 Racing, Arlet Bridal

Trade area tenants: Bed Bath & Beyond, Target, Sportmart, Sport Chalet, Petsmart, Barnes & Noble

Demographics	1 mile	3 mile	5 mile
Population	15,543	123,418	235,865
Avg. Household Income	\$56,685	\$61,577	\$67,147

ESRIBIS2005

### TRAFFIC COUNT

91 Fwy at Tyler St. 358,000

Annual Average Daily Totals (AADT), Caltrans 2004

### CONTACTS

Fred Godinez

Coreland Companies

714 573-7780



## MAGNOLIA SQUARE

### PROJECT DESCRIPTION

Featured in the 2005 Retail Book as a redevelopment opportunity, this mixed-use project will contain approximately 41,000 square feet of new retail space and nearly 200 residential units. Construction is estimated to begin summer 2006.

Demographics	10 mile	15 mile	20 mile
Population	682,807	1,403,807	2,493,582
Avg. Household Income	\$71,447	\$67,045	\$71,467

ESRIBIS2005

### TRAFFIC COUNTS

91 Fwy at Tyler St. 358,000

Annual Average Daily Totals (AADT), Caltrans 2004

### CONTACT

David Ball

CT Realty

951 276-3616





## TAVA LANES

**PROJECT DESCRIPTION**

Offering great visibility from the 91 Freeway, this former bowling alley is part of a redevelopment project. It presents a great opportunity for a large retail or hospitality anchor.

**ADJACENT TENANTS/PROPERTIES**

Stater Brothers, Bank of America, Rite Aid, Pizza Hut

<b>Demographics</b>	<b>1 mile</b>	<b>3 mile</b>	<b>5 mile</b>
Population	14,246	115,644	268,280
Avg. Household Income	\$65,463	\$68,594	\$65,257

ESRIBIS2005

**TRAFFIC COUNT**

91 Fwy at Arlington Ave. 353,000

Annual Average Daily Totals (AADT), Caltrans 2004

**CONTACT**

Greg Lee, City of Riverside Development Department  
951 826-5145 - glee@riversideca.gov



## ORANGEWOOD CENTER

**PROJECT DESCRIPTION**

Opportunities in this new retail development, in one of Riverside's hottest growth areas, will not last long. Positioned at a signalized intersection, Orangewood Center offers 26,000 square feet of space for lease, including one drive-thru pad.

<b>Demographics</b>	<b>1 mile</b>	<b>3 mile</b>	<b>5 mile</b>
Population	4,406	39,371	101,467
Avg. Household Income	\$96,211	\$103,579	\$90,546

ESRIBIS2005

**TRAFFIC COUNT**

Van Buren Blvd. (Wood Rd. to Chicago Ave.) 46,365

24-Hour Vehicle Volume, City of Riverside 2005 (adj.)

**CONTACT**

Lee & Associates  
Jeff Stanley or Nick Wirick  
951 826-3645



## THE VILLAGE

### PROJECT DESCRIPTION

This beautifully landscaped 72,000 square foot neighborhood village can be found along Alessandro Boulevard near Barton Road, one of Riverside's busiest routes. The Mission Grove area where this center is located, is home to some of the highest income levels in the region with exponential residential, office, and industrial growth nearby. This site offers multiple retail and sit-down restaurant opportunities.

### ADJACENT TENANTS/PROPERTIES

Stein Mart, Pizza Factory, Bank of America, Kmart, Ralphs, CinemaStar Luxury Theater, LA Fitness, Sav-On Drugs, Romano's Italian Restaurant, Akina Sushi, Cactus Cantina, I Hop

Demographics	1 mile	3 mile	5 mile
Population	8,868	54,793	184,738
Avg. Household Income	\$117,041	\$103,544	\$72,867

ESRIBIS2005

### TRAFFIC COUNTS

Over 47,000 vehicles per day on Alessandro between Trautwein Rd. and Mission Grove Pkwy.; projected to be 80,000 vehicles per day by 2010.

24-Hour Vehicle Volume, City of Riverside 2004 (adj.)

### CONTACT

Brad DeGennaro  
Investors Capital Realty, Inc.  
951 787-0494



## ORANGECREST TOWN CENTER

### PROJECT DESCRIPTION

Positioned in a strong retail area with unprecedented residential growth, Orangecrest Town Center caters to Riverside's highest income area. The site located at Trautwein Road and Van Buren Boulevard offers great visibility and a signalized corner with some site plan/pad flexibility. Phase One of the project is nearly complete. Phase Two offers several pads and one large anchor pad along Trautwein Road. Construction is slated to start in 2005.

### ADJACENT TENANTS/PROPERTIES

Kohl's, Albertson's, Sav-On, Petco, Blockbuster Video, Goodyear, Coco's  
Future tenants include: Washington Mutual, Pacific Dental

Demographics	1 mile	3 mile	5 mile
Population	8,043	37,184	114,374
Avg. Household Income	\$94,312	\$99,576	\$86,807

ESRIBIS2005

### TRAFFIC COUNT

Van Buren Blvd. (Wood Rd. to Chicago Ave.) 46,365

24-Hour Vehicle Volume, City of Riverside 2005 (adj.)

### CONTACT

Fritz Howser - fritz@hecretail.com  
Howser Ewing Companies  
949 566-9155





## UNIVERSITY VILLAGE

### PROJECT DESCRIPTION

Conveniently located off of the 60/215 Freeway with excellent access and exposure from the main traffic corridor of University Avenue, University Village taps into the population of University of California, Riverside, which spends close to \$65.2 million in products and services per year.

### ADJACENT TENANTS/PROPERTIES

Metropolitan Theaters, Mad Platter, Rubios, Starbucks, Quiznos Sub, Fat Burger, Village Bookstore

Demographics	1 mile	3 mile	5 mile
Population	22,610	95,403	204,150
Avg. Household Income	\$31,967	\$60,557	\$66,604

ESRIBIS2005

### TRAFFIC COUNT

91 Fwy at University Ave. 347,000

Annual Average Daily Totals (AADT), Caltrans 2004

### CONTACT

NewMark Merrill Companies

Jae Chung - jchung@newmarkmerrill.com

805 495-4662



## STERLING UNIVERSITY STUDENT VILLAGE

### PROJECT DESCRIPTION

Sterling University Village is a recently-completed mixed-use student housing and retail project. It houses over 520 University of California, Riverside, students and features 16,100 square feet of retail space, fronting University Avenue, near Iowa and University Village.

### ADJACENT TENANTS/PROPERTIES

University of California, Riverside, University Village featuring Metropolitan Theaters, Rubio's, Starbucks, MadPlatter, International Village

Demographics	1 mile	3 mile	5 mile
Population	21,386*	88,685	192,993
Avg. Household Income	\$30,462*	\$58,869	\$65,600

ESRIBIS2005; \*Based on the proximity of the University of California, Riverside student population.

### TRAFFIC COUNT

91 Fwy at University Ave. 347,000

Annual Average Daily Totals (AADT), Caltrans 2004

### CONTACT

Greg Lee, City of Riverside Development Department

951 826-5145 - glee@riversideca.gov



## UNIVERSITY AVENUE AND PARK AVENUE

## PROJECT DESCRIPTION

Adjacent to a proposed residential redevelopment project, this site is currently being assembled by the Redevelopment Agency for a retail or mixed-use project. Once acquisitions are complete, the project will have approximately 2.5 acres fronting University Avenue just south of Park.

Demographics	1 mile	3 mile	5 mile
Population	24,756	115,486	227,558
Avg. Household Income	\$38,243	\$58,803	\$64,501

ESRIBIS2005

## TRAFFIC COUNTS

91Fwy/60 Fwy/I-215 Junction 335,000

Annual Average Daily Totals (AADT), Caltrans 2004

## CONTACT

John Curts, City of Riverside Development Department  
951 826-5265 - jcurts@riversideca.gov



## MARKETPLACE BLUE BANNER

## PROJECT DESCRIPTION

Also known as the Dana K Business Park, this 6.5-acre site is situated along the 91 Freeway with 70,000 feet of available space. It is a former citrus packinghouse and available for sale. The site, as an extension of the Riverside Marketplace development, would serve as an ideal retail or mixed-use location.

## ADJACENT TENANTS/PROPERTIES

Old Spaghetti Factory, Mi Tortilla, Sevilla, Applebee's, Smart & Final, Office Max, California Business Bank, Riverside Metrolink Downtown Station

Demographics	1 mile	3 mile	5 mile
Population	24,756	115,486	227,558
Avg. Household Income	\$38,243	\$58,803	\$64,501

ESRIBIS2005

## TRAFFIC COUNTS

Mission Inn Ave. (Lime St. to 91Fwy) 15,765

24-Hour Vehicle Volume, City of Riverside 2005 (adj.)

91 Fwy at Mission Inn Ave. 333,000

Annual Average Daily Totals (AADT), Caltrans 2004

## CONTACTS

Robin Treen robin.treen@svn.com  
Sperry Van Ness  
951 788-4600

John Curts, City of Riverside Development Department  
951 826-5265 - jcurts@riversideca.gov





## MERRILL AVENUE RETAIL DEVELOPMENT OPPORTUNITY

### PROJECT DESCRIPTION

With the revitalization of Riverside Plaza, Merrill Avenue is emerging as an important component to the investment strategy of the overall Magnolia Center redevelopment area. It is conveniently located near the 91 Freeway and Central Avenue. The Avenue's adjacency to the Plaza, and potential for high volume visitor demand, creates an opportunity for new activity to flourish. The Redevelopment Agency's vision is to capture a variety of retail shops and restaurants along the Avenue to complement the success of the Plaza.

### ADJACENT TENANTS/PROPERTIES

Market Broiler, Marie Callender's, Riverside Plaza

Demographics	1 mile	3 mile	5 mile
Population	13,205	110,235	256,153
Avg. Household Income	\$63,036	\$62,616	\$63,894

ESRIBIS2005

### TRAFFIC COUNT

91 Fwy at Central Ave. 349,000

Annual Average Daily Totals (AADT), Caltrans 2004

### CONTACT

John Curts, City of Riverside Development Department

951 826-5265 - jcurts@riversideca.gov



## PARK SIERRA

### PROJECT DESCRIPTION

Serving as a signature western gateway to Riverside, this site is potentially 40-acres in size and provides opportunities for one or more large-scale, mixed-use urban developments. Located adjacent to the 91 Freeway just miles from both the 15, 60, and 215 Freeways, it has the potential to be a regionally-significant entertainment or lifestyle center.

### ADJACENT TENANTS/PROPERTIES

Castle Park, Kaiser Hospital and Medical Offices, Galleria at Tyler, Red Lobster, Black Angus, El Torito

Demographics	1 mile	3 mile	5 mile
Population	22,527	125,503	229,014
Avg. Household Income	\$56,833	\$64,784	\$66,056

ESRIBIS2005

### TRAFFIC COUNT

91 Fwy at La Sierra Ave. 358,000

Annual Average Daily Totals (AADT), Caltrans 2004

### CONTACT

Wendy Holland, City of Riverside Development Department

951 826-5947 - wholland@riversideca.gov

GRAE Ventures, LLC

Graham Allchorn

310 552-4900



## MARKETPLACE METROLINK MIXED-USE OPPORTUNITY

### PROJECT DESCRIPTION

To capitalize on the thousands of riders that commute through the Marketplace Metrolink station everyday, the City of Riverside and Riverside Community Transportation Commission (RCTC) are encouraging mixed-use development opportunities near and around this busy hub.

Demographics	1 mile	3 mile	5 mile
Population	24,756	115,486	227,558
Avg. Household Income	\$38,243	\$58,803	\$64,501

ESRIBIS2005

### TRAFFIC COUNTS

91Fwy/60 Fwy/I-215 Junction 335,000

Annual Average Daily Totals (AADT), Caltrans 2004

### CONTACT

John Curts, City of Riverside Development Department  
951 826-5265 - jcurts@riversideca.gov



## DOWNTOWN REDEVELOPMENT OPPORTUNITIES

### PROJECT DESCRIPTION

Graced with historic charm and a strategic regional location, Downtown Riverside is on stride to be one of Southern California's hippest arts, culture, and entertainment hotspots. The City of Riverside and the Redevelopment Agency have made the revitalization of their central business district a top priority and invite creative, experienced, and visionary developers to take a look at some of the opportunities that are waiting for the right project.

### POTENTIAL SITES INCLUDE:

Chestnut/Mission Inn Avenue (Victoria Market site - may be assembled into a larger project, bus terminal location (relocation of existing facility required), northside of Market from 11th-13th (approximately two blocks)

Demographics	1 mile	3 mile	5 mile
Population	17,126	113,357	238,142
Avg. Household Income	\$45,347	\$54,783	\$64,292

ESRIBIS2005

### TRAFFIC COUNT

91 Fwy at 8th St. 333,000

Annual Average Daily Totals (AADT), Caltrans 2004

Market St. (Mission Inn Ave. to 14th) 28,532  
24-Hour vehicle Volume Counts,  
City of Riverside 2005 (adj.)

### CONTACT

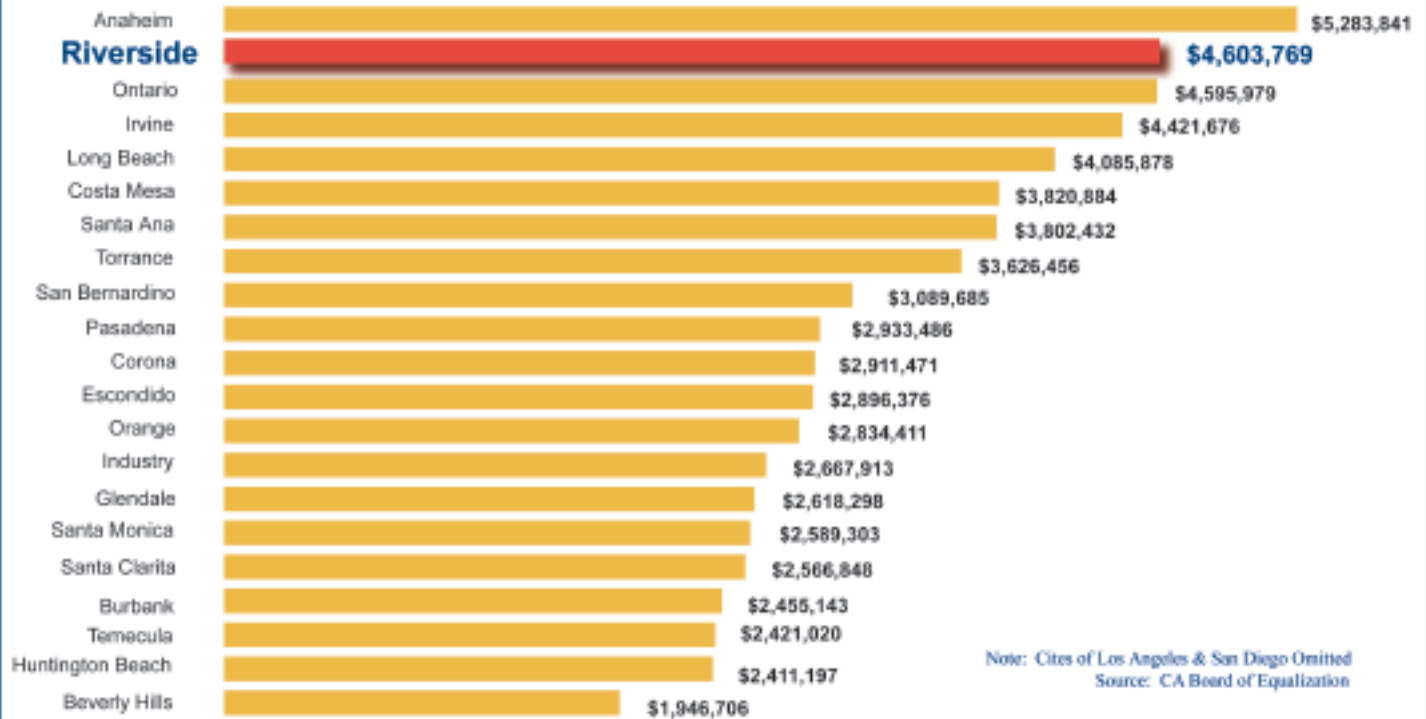
Joyce Powers, City of Riverside Development Department  
951 826-2430 - jepowers@riversideca.gov



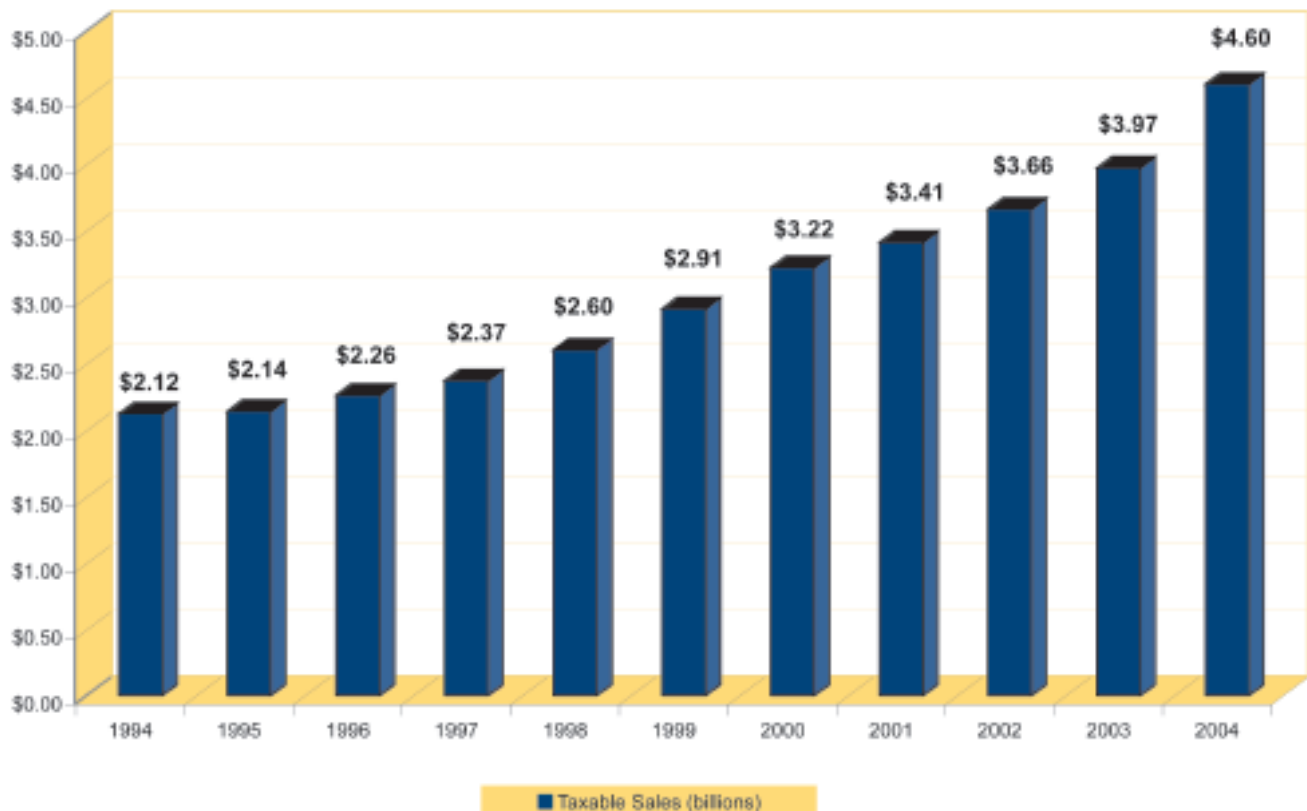


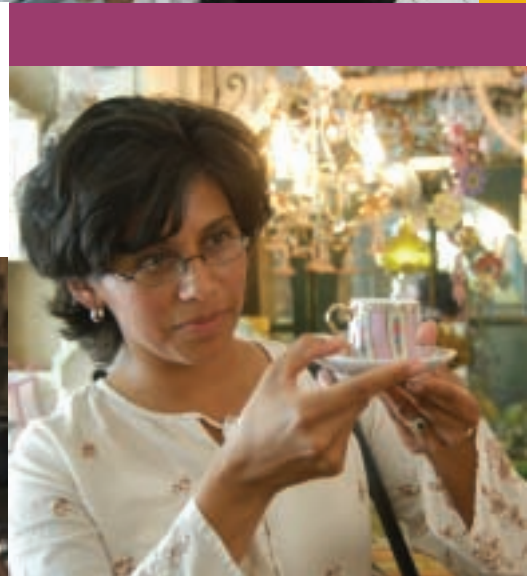


## Total Taxable Sales (000) Major So. California Suburban Retail Centers, 2004



## TOTAL TAXABLE SALES (BILLIONS)





## Contacts

### **CITY OF RIVERSIDE**

3900 Main St 5th Floor  
Riverside, CA 92522  
877 RIV-SIDE  
fax 951 826-5637

Belinda J. Graham, Development Director  
[bgraham@riversideca.gov](mailto:bgraham@riversideca.gov)

Conrad Guzkowski,  
Assistant Development Director  
[cguzkowski@riversideca.gov](mailto:cguzkowski@riversideca.gov)

Joyce Powers,  
Redevelopment Area Manager  
[jepowers@riversideca.gov](mailto:jepowers@riversideca.gov)

John Curts  
Redevelopment Area Manager  
[jcurts@riversideca.gov](mailto:jcurts@riversideca.gov)

Wendy Holland  
Redevelopment Project Manager  
[wholland@riversideca.gov](mailto:wholland@riversideca.gov)

Richard Gonzalez  
Business Development Manager  
[rxgonzalez@riversideca.gov](mailto:rxgonzalez@riversideca.gov)

Greg Lee, Development Coordinator  
[glee@riversideca.gov](mailto:glee@riversideca.gov)

Tricia Hinckley, Development Coordinator  
[thinckley@riversideca.gov](mailto:thinckley@riversideca.gov)

Charva Ingram  
Marketing Manager  
[cingram@riversideca.gov](mailto:cingram@riversideca.gov)

### **BROKERS**

#### **CB Richard Ellis**

4141 Inland Empire Blvd., Suite 100  
Ontario, CA 91764  
909 418-2000

Tony Archer  
[tony.archer@cbre.com](mailto:tony.archer@cbre.com)

Angie Nett  
[angie.nett@cbre.com](mailto:angie.nett@cbre.com)

Tom Swieca  
[tom.swieca@cbre.com](mailto:tom.swieca@cbre.com)

### **IPA Commercial Real Estate**

5225 Canyon Crest Dr., Suite 360  
Riverside, CA 92507  
951 686-1462

Carmen Law  
[cylaw@i-p-a.com](mailto:cylaw@i-p-a.com)

Dennis Morgan  
[dennis@i-p-a.com](mailto:dennis@i-p-a.com)

### **DEVELOPERS**

#### **General Growth Properties**

(Galleria at Tyler)  
100 W. Broadway, Suite 700  
Gendale, CA 91210  
818 459-6800

Carlisle Brinkman  
[carlislebrinkman@generalgrowth.com](mailto:carlislebrinkman@generalgrowth.com)  
[www.galleriatyler.com](http://www.galleriatyler.com)

#### **Regional Properties**

(Mission Grove/Mission Village)  
1875 Century Park East, Suite 1350  
Century City, CA 90067  
310 553-1776  
Mark Rubin  
[www.i-p-a.com](http://www.i-p-a.com)

#### **Transcan Development LLC**

(Canyon Crossings)  
3189 Danville Blvd., Suite 245  
Alamo, CA 94507  
925 552-9742  
Robert Bahen  
[bob@transcanllc.com](mailto:bob@transcanllc.com)  
[www.canyoncrossings.com](http://www.canyoncrossings.com)

#### **The Westminster Funds Litchfield Advisors**

(Riverside Plaza)  
3545 Central Ave., Suite 200  
Riverside, CA 92506  
951 683-1066  
Carol Scott  
[info@shopriversideplaza.com](mailto:info@shopriversideplaza.com)  
[www.shopriversideplaza.com](http://www.shopriversideplaza.com)





## **Wishing for a Perfect Location?**

Riverside, California makes good “cents” for retail. Located in one of the country’s fastest growing regions, the City of Riverside is the twelfth largest city in California. Recently ranked #6 in Marcus and Millichap’s National Retail Report and named by Milken Institute as the 10th Best Performing Region in the United States Economically. Riverside is a rapidly growing community where retail is in demand.

Contact us at  
[devdept@riversideca.gov](mailto:devdept@riversideca.gov) — 1-877-RIV-SIDE

